

Your SELECT statement is:

s (calendar? (5n) (advertis? or promot?) (10n) (consumer? or customer?
or patron?) (3n) (name? or moniker?)) AND py<=1998

Items	File
1	13: BAMP_2003/Jul W3
6	15: ABI/Inform(R)_1971-2003/Aug 06
Processing	
5	16: Gale Group PROMT(R)_1990-2003/Aug 06
1	47: Gale Group Magazine DB(TM)_1959-2003/Jul 29
2	75: TGG Management Contents(R)_86-2003/Jul W3
Examined 50 files	
1	88: Gale Group Business A.R.T.S._1976-2003/Jul 30
Examined 100 files	
13	148: Gale Group Trade & Industry DB_1976-2003/Aug 06
1	149: TGG Health&Wellness DB(SM)_1976-2003/Jul W3
3	160: Gale Group PROMT(R)_1972-1989
Examined 150 files	
Examined 200 files	
Examined 250 files	
Examined 300 files	
2	484: Periodical Abs Plustext_1986-2003/Aug W1
1	485: Accounting & Tax DB_1971-2003/Jul W4
1	492: Arizona Repub/Phoenix Gaz_19862002/Jan 06
1	541: SEC Online(TM) Annual Repts_1997/Sep W3
4	542: SEC Online(TM) 10-K Reports_1997/Sep W3
3	545: Investext(R)_1982-2003/Aug 06
Examined 350 files	
2	553: Wilson Bus. Abs. FullText_1982-2003/Jun
1	564: ICC Brit.Co.Ann.Rpts_1984-2003/Aug 04
5	570: Gale Group MARS(R)_1984-2003/Aug 06
1	576: Aberdeen American News_1995-2003/Jul 13
4	608: KR/T Bus.News._1992-2003/Aug 06
Examined 400 files	
4	636: Gale Group Newsletter DB(TM)_1987-2003/Aug 06
1	638: Newsday/New York Newsday_1987-2003/Aug 04
1	644: (Boulder) Daily Camera_1995- 2003/Aug 02
Examined 450 files	
1	696: DIALOG Telecom. Newsletters_1995-2003/Aug 06
1	702: Miami Herald_1983-2003/Aug 05
1	707: The Seattle Times_1989-2003/Aug 03
1	710: Times/Sun.Times(London)_Jun 1988-2003/Aug 05
1	719: (Albany) The Times Union_Mar 1986-2003/Aug 05
1	727: Canadian Newspapers_1990-2003/Aug 06
Examined 500 files	
Examined 550 files	

29 files have one or more items; file list includes 551 files.
One or more terms were invalid in 103 files.

Set	Items	Description
S1	70	(CALENDAR? (5N) (ADVERTIS? OR PROMOT?) (10N) (CONSUMER? OR CUSTOMER? OR PATRON?) (3N) (NAME? OR MONIKER?)) AND PY<=1998
S2	51	RD (unique items)
File	13:	BAMP 2003/Jul W3 (c) 2003 Resp. DB Svcs.
File	15:	ABI/Inform(R) 1971-2003/Aug 06 (c) 2003 ProQuest Info&Learning
File	16:	Gale Group PROMT(R) 1990-2003/Aug 06 (c) 2003 The Gale Group
File	47:	Gale Group Magazine DB(TM) 1959-2003/Jul 29 (c) 2003 The Gale group
File	75:	TGG Management Contents(R) 86-2003/Jul W3 (c) 2003 The Gale Group
File	88:	Gale Group Business A.R.T.S. 1976-2003/Jul 30 (c) 2003 The Gale Group
File	148:	Gale Group Trade & Industry DB 1976-2003/Aug 06 (c)2003 The Gale Group
File	149:	TGG Health&Wellness DB(SM) 1976-2003/Jul W3 (c) 2003 The Gale Group
File	160:	Gale Group PROMT(R) 1972-1989 (c) 1999 The Gale Group
File	484:	Periodical Abs Plustext 1986-2003/Aug W1 (c) 2003 ProQuest
File	485:	Accounting & Tax DB 1971-2003/Jul W4 (c) 2003 ProQuest Info&Learning
File	492:	Arizona Repub/Phoenix Gaz 19862002/Jan 06 (c) 2002 Phoenix Newspapers
File	541:	SEC Online(TM) Annual Repts 1997/Sep W3 (c) 1987-1997 SEC Online Inc.
File	542:	SEC Online(TM) 10-K Reports 1997/Sep W3 (c) 1987-1997 SEC Online Inc.
File	545:	Investext(R) 1982-2003/Aug 06 (c) 2003 Thomson Financial Networks
File	553:	Wilson Bus. Abs. FullText 1982-2003/Jun (c) 2003 The HW Wilson Co
File	564:	ICC Brit.Co.Ann.Rpts 1984-2003/Aug 04 (c) 2003 ICC Online Inform.Group
File	570:	Gale Group MARS(R) 1984-2003/Aug 06 (c) 2003 The Gale Group
File	576:	Aberdeen American News 1995-2003/Jul 13 (c) 2003 American News
File	608:	KR/T Bus.News. 1992-2003/Aug 06 (c)2003 Knight Ridder/Tribune Bus News
File	636:	Gale Group Newsletter DB(TM) 1987-2003/Aug 06 (c) 2003 The Gale Group
File	638:	Newsday/New York Newsday 1987-2003/Aug 04 (c) 2003 Newsday Inc.
File	644:	(Boulder) Daily Camera 1995- 2003/Aug 02 (c) 2003 The Daily Camera
File	696:	DIALOG Telecom. Newsletters 1995-2003/Aug 06 (c) 2003 The Dialog Corp.
File	702:	Miami Herald 1983-2003/Aug 05 (c) 2003 The Miami Herald Publishing Co.
File	707:	The Seattle Times 1989-2003/Aug 03 (c) 2003 Seattle Times
File	710:	Times/Sun.Times(London) Jun 1988-2003/Aug 05 (c) 2003 Times Newspapers
File	719:	(Albany) The Times Union Mar 1986-2003/Aug 05 (c) 2003 Times Union
File	727:	Canadian Newspapers 1990-2003/Aug 06 (c) 2003 Southam Inc.

Your SELECT statement is:

s (((customiz? or personaliz?) (5n) calendar? ? (10n) ((consumer? ? or
customer? ?) (2n) (name or names))) (s) (promotion? or advertis?)) and
py<=1997

Items	File
-----	-----
Examined 50	files
Examined 100	files
Examined 150	files
Examined 200	files
Examined 250	files
Examined 300	files
Examined 350	files
Examined 400	files
Examined 450	files
Examined 500	files
Examined 550	files

No files have one or more items; file list includes 551 files.
One or more terms were invalid in 103 files.

2/3,K/31 (Item 4 from file: 542)
DIALOG(R)File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0381475

WESTERN PUBLISHING GROUP INC

- 1990 10K Report

Publication Date: 02/03/90

TEXT:

...trademark

vinyl products such as meeting portfolios, briefcases, encased
calculators, card cases, travel accessories and *calendars* which are
imprinted with *customers*' *names* and/or logos and *advertising* messages
for use as *advertising* specialties and executive gifts. These products
are available in a wide range of colors and...

2/9/29 (Item 2 from file: 542)
DIALOG(R) File 542:SEC Online(TM) 10-K Reports
(c) 1987-1997 SEC Online Inc. All rts. reserv.

0784383
WESTERN PUBLISHING GROUP INC - 1992 10K Report
444 MADISON AVENUE
NEW YORK, NY 10022
Telephone: 212-688-4500

Publication Date: 02/01/92
Report Number: 0082122, Page 10 of 36, TEXT page
Filing Date: 05/11/92
Fiscal Year End: 01/31

Exchange: NMS Ticker Symbol: WPGI
State of Incorporation: DE

CUSIP Number: 95926310

Primary SIC Code: 2730 (BOOKS)
Secondary SIC Codes: 2731; 2732; 3944

Commission File Number: 0-14399
IRS Employer ID: 06-1104930
Author: SECURITIES & EXCHANGE COMMISSION 05/11/92

Stock Agent: FIRST CHICAGO TRUST COMPANY OF NEW YORK
Auditor: DELOITTE AND TOUCHE

Section Headings: PART I; ITEM 1. BUSINESS

TEXT:
SOURCE PAGE 11]

Educational Kit Manufacturing

Educational kit manufacturing includes the printing, sorting and collating of as many as 200 different components for one kit. Western Publishing Company, Inc. has produced educational kits for the nation's foremost educational publishers, including World Book, Inc., Scott Foresman & Company, Inc. and Houghton Mifflin Company.

Literature Distribution and Software Publishing

The literature distribution and software manual printing segment includes the printing of manuals, providing telemarketing services and physical distribution for software publishing companies. Recent customers for whom Western Publishing Company, Inc. has provided these services have included IBM, Sun Microsystems, Inc., Xerox Corporation, Aldus Corporation and Amaze, Inc.

Manufacturing for the Advertising Specialty Market

Penn Corporation, through its Advertising Special Division, participates in the advertising specialty industry and believes it is among the largest manufacturers in that industry. The advertising specialty industry produces products that carry advertising messages on useful objects that are purchased by the advertiser and given to the target audience.

Penn Corporation manufactures a line of writing instruments under its RITEPOINT(R) and CHROMATIC(R) trademarks for the advertising specialty

market and then imprints these products with the names and/or logos and advertising messages of its customers. Over 35 types of low and medium priced pens, automatic pencils, pen and pencil sets and combination pen-and-pencils are manufactured in a variety of finishes and colors. Penn Corporation also offers its customers a line of writing instruments with display tops containing samples or symbols of the customer's own product as well as the three-sided Magnum(R) line which features increased advertising imprint space. Under its ADTREND(R) line, Penn Corporation also manufactures a variety of plastic and other advertising specialty products including rulers, screwdrivers, letter openers, coasters and key chains.

Penn Corporation also manufactures, under its VITRONIC(R) trademark, vinyl products such as meeting portfolios, briefcases, encased calculators, card cases, travel accessories and *calendars* which are imprinted with *customers*' *names* and/or logos and *advertising* messages for use as both *advertising* specialties and executive gifts. These products are available in a wide range of colors and styles and types of imprinting and embossing. Penn Corporation is a market leader in the production and sale of Press-N-Stick vinyl calendars which Penn Corporation believes is the largest selling item in the calendar market. Penn Corporation also manufactures customized vinyl products such as salesman sample cases and automobile instruction book and warranty folders.

Penn Corporation's Advertising Specialty Division also produces, under its K-STUDIO(R) trademark, a line of wearables, including T-shirts, hats, jackets, umbrellas, visors and bags imprinted with their customer's names, logos and advertisements.

Marketing and Competition

Western Publishing Company, Inc.'s Diversified Products services are sold by its employees sales representatives who are located in seven field sales offices throughout the United States. Western Publishing Company, Inc. utilizes its consumer products resources and relationships to assist in the marketing of its Diversified Products